Parag Shah

Marketing Director, *Kismet* – A South Asian Wedding Affair

Parag Shah is Marketing Director for *Kismet* – A South Asian Wedding Affair and Co-founder and Marketing Director for GujaratiConnections.com & JainConnections.com. Parag brings a wealth of knowledge and experience to *Kismet* – A South Asian Wedding Affair from his active involvement in South Asian business ventures, cultural events and university associations. In addition to establishing two online matrimonial sites, Parag founded *Sitaron Ki Mehfil*, a culture show successfully running for twelve years by the University of Western Ontario's Indo-Canadian Students' Association. In January 2002, he was the Vice Chairman of the South Asian Students Association (SASA) National Conference and more recently, the Executive Director of AATMA Cultural Competition in January 2003. Parag's knack to cultivate ideas into reality and his extraordinary ability to handle event logistics and marketing initiatives have given him the opportunity to institute and organize large events including *Kismet* – A South Asian Wedding Affair. In the next five years, Parag foresees Kismet as the leading South Asian wedding show in North America appearing in every major city in Canada and the United States. With a BA Honours from the University of Western Ontario and a post-graduate diploma in Accounting from Laurier Business School, Parag is a Pre-Professional Certified Management Accountant and Financial Team Lead at IBM Canada.

Harpreet Gill

Editor-in-Chief, *Kismet* Wedding Magazine, *Kismet* – A South Asian Wedding Affair

As Editor-in-Chief of *Eastern Trends* magazine, Harpreet Gill is currently developing the *Kismet* Wedding Magazine to complement *Kismet* – A South Asian Wedding Affair. Harpreet is also responsible for spearheading an exclusive fashion extravaganza at the wedding show. Hapreet's strong connection to the South Asian community through the magazine coupled with her successful career in Marketing make her a key member of the executive team for *Kismet* – A South Asian Wedding Affair. She also has a long-standing interest in the wedding and fashion industries and has a solid understanding of the South Asian market. Harpreet is particularly enthusiastic about *Kismet* – A South Asian Wedding Affair as she not only enjoys working with the South Asian community, but is also in the planning stages of her own wedding. She is certain *Kismet* – A South Asian Wedding Affair will provide extensive options and resources that are currently unavailable to couples.